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## Simon & Schuster Children's Publishing Named Master Publishing Licensee For Daniel Tiger's Neighborhood By Licensing Agency Out Of The Blue Enterprises

Debut Licensed Book Program to Bring the Fun and Pro-Social Lessons of the Top-Rated PBS KIDS Preschool Series from The Fred Rogers Company to Young P

NEW YORK, May 14, 2013 /PRNewswire/ -- Simon & Schuster Children's Publishing, one of the world's leading children's book publishers, has been named master publishing licensee for PBS KIDS ratings winner Daniel Tiger's Neighborhood. Under its agreement with brand owner, The Fred Rogers Company, and licensing agency, Out of the Blue Enterprises, Simon & Schuster Children's Publishing will introduce a broad range of books based on the award-winning and critically-acclaimed animated show, the first TV series from The Fred Rogers Company since the iconic Mister Rogers' Neighborhood. The first titles in the publishing program are set to launch in January 2014.

"We are delighted to work with Simon & Schuster to bring new Daniel Tiger's Neighborhood books to children and families in neighborhoods all across the country," said Samantha Freeman, Co-Founder and President of Out of the Blue, which also serves as lead production partner for the property created by Out of the Blue Co-Founder Angela C. Santomero (Super WHY, Blue's Clues). "As one of the undisputed leaders in children's publishing, Simon & Schuster are the perfect partner for Daniel Tiger's Neighborhood. They quickly connected with the content and are excited about translating the show's endearing characters, stories and pro-social messaging into books that will bring Daniel and his friends into the lives of parents and children in irresistible new ways."

"Our hit show, Daniel Tiger's Neighborhood, extends the philosophy of Fred Rogers to a new generation of children and families through the colorful and vibrant world of young Daniel Tiger," said Bill Isler, President and CEO of The Fred Rogers Company. "We are very pleased that Out of the Blue Enterprises has signed one of the leading publishers of children's books, Simon and Schuster, to help bring the adventures of Daniel and his friends from the screen to the page through high-quality children's books and materials."

As part of the publishing program, Simon & Schuster imprint Simon Spotlight will produce a wide variety of exciting story, picture, novelty, activity and coloring books, as well as non-interactive e-books.

"We knew this was a special property with the mix of nostalgia and truly relevant modern day content that is so meaningful to pre-schoolers today," said Valerie Garfield, VP, Publisher of Novelty and Licensed Publishing.

Daniel Tiger's Neighborhood has been a smash hit with young viewers and their families since its Labor Day 2012 launch on PBS KIDS. Over the past six months, the series has consistently been among the top 10 programs across all networks for kids ages 2-5 and moms (ladies of the household) 18-49 with children under age 3, according to Nielsen Npower national program ratings.\*

Inspired by the iconic, award-winning Mister Rogers' Neighborhood, PBS' longest-running children's series, Daniel Tiger's Neighborhood stars 4-year-old Daniel Tiger, son of the original program's Daniel Striped Tiger, who invites preschool audiences into the colorful Neighborhood of Make-Believe. As they closely follow and share Daniel's everyday adventures, viewers learn fun and practical strategies and skills necessary for growing and learning. The theme of each episode is reinforced by simple and catchy musical strategies that preschoolers and parents keep on singing and using in their daily lives.

Daniel Tiger's Neighborhood has recently been recognized with a 2013 Kidscreen Award for "Best Animated Series" and a 2013 Silver Honor Award in the Television category from the Parents' Choice Foundation.

The popular animated series was created by some of today's top innovators of quality children's media. Series creator Santomero of Out of the Blue Enterprises is Co-Executive Producer, along with Kevin Morrison of The Fred Rogers Company and Vince Commisso of the award-winning animation studio 9 Story Entertainment.

\*Ratings source: NTI NPower Live+7 AA% Program Ratings, 8/27/2012 - 2/24/2013, On-going series with at least 20 telecasts and a minimum duration of 15 minutes

Visit Daniel Tiger's Neighborhood at: [PBSKIDS.org/daniel](http://PBSKIDS.org/daniel)

Follow Daniel Tiger's Neighborhood on Twitter at: [twitter.com/danieltigertv](https://twitter.com/danieltigertv)

Like Daniel Tiger's Neighborhood on Facebook at: [facebook.com/danieltigertv](https://facebook.com/danieltigertv)

### ABOUT THE FRED ROGERS COMPANY

The company was founded by Fred Rogers in 1971 as the non-profit producer of Mister Rogers' Neighborhood for PBS. In the years that followed, it not

only created hundreds of episodes of this much-loved program, but also extended Fred's values and approach to other efforts in promoting children's social, emotional, and behavioral health and supporting parents, caregivers, teachers and other professionals in their work with children. The Fred Rogers Company continues to build on Fred's legacy in innovative ways through a wide variety of media, and engaging new generations of children and families with his timeless wisdom. In addition to Daniel Tiger's Neighborhood and other preschool programs for PBS, The Fred Rogers Company develops products for children, parents and those who work with children. For more information about the work of The Fred Rogers Company, visit us at [www.fredrogers.org](http://www.fredrogers.org).

#### ABOUT OUT OF THE BLUE ENTERPRISES

Out of the Blue Enterprises is a leader in children's educational media, with a portfolio of breakthrough, interactive and curriculum-based entertainment concepts that span a variety of viable platforms, including television, video, mobile apps and consumer products. Out of the Blue creates and produces Super WHY, the hit Emmy-nominated literacy series on PBS KIDS; Daniel Tiger's Neighborhood, the upcoming animated series inspired by Mister Rogers' Neighborhood; and Nickelodeon's Blue's Room, and handles all licensing and merchandising activity for Super WHY and Daniel Tiger's Neighborhood. The company also develops top-rated mobile educational game apps, including Super WHY, Chuggington: Terrific Trainee, and Colorforms: Revolution. Led by Co-Founders Angela C. Santomero, Creator of the hit preschool entertainment franchise, Blue's Clues; and Samantha Freeman, a former Nickelodeon and toy industry executive, Out of the Blue aims to engage kids and families with age-appropriate, entertaining, and engaging learning experiences. [www.outoftheblueenterprises.com](http://www.outoftheblueenterprises.com)

#### ABOUT SIMON & SCHUSTER CHILDREN'S PUBLISHING

Simon & Schuster Children's Publishing, one of the leading children's book publishers in the world, is comprised of the following imprints: Aladdin, Atheneum Books for Young Readers, Beach Lane Books, Libros para niños, Little Simon(R) , Margaret K. McElderry Books, Paula Wiseman Books, Simon & Schuster Books for Young Readers, Simon Pulse, and Simon Spotlight(R) . While maintaining an extensive award-winning backlist, the division continues to publish acclaimed and bestselling books for children of all ages. In addition to numerous Caldecott, Newbery, and National Book Award winners, Simon & Schuster publishes such high-profile properties and series as Eloise, Olivia, Raggedy Ann & Andy(TM), Henry & Mudge(R) , The Hardy Boys(R) , Nancy Drew(R) , the Dork Diaries series, the Mortal Instruments series, Mike the Knight, and the original Cupcake Diaries and Creepover series. For more information about Simon & Schuster Children's Publishing, visit our website at [www.simonandschuster.com](http://www.simonandschuster.com).

Simon & Schuster, a part of CBS Corporation, is a global leader in the field of general interest publishing, dedicated to providing the best in fiction and nonfiction for consumers of all ages, across all printed, electronic, and audio formats. Its divisions include Simon & Schuster Adult Publishing, Simon & Schuster Children's Publishing, Simon & Schuster Audio, Simon & Schuster Digital, and international companies in Australia, Canada, India, and the United Kingdom. For more information, visit our website at [www.simonandschuster.com](http://www.simonandschuster.com)

SOURCE Simon & Schuster Children's Publishing

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